Create a Prospect List

With the help of your fellow section members, generate a list of firms and companies who may be interested in being involved in your event. Start with law firms, including your own and those of your council members. Then think of vendors or businesses that would want to reach the lawyers in your practice field.

Make Your Pitch & Set Goals

Develop a list of sponsorship tiers and the benefits that come with each tier so that potential sponsors can review their options. At this stage, it’s important to set goals. Think of additional enhancements you can make to your event, if you had some additional money. For example, if the section raised $2,000 in sponsorship revenue, you could add a post-meeting reception or offer some other benefit to attendees.

Delegate to Your Section Leaders

Be sure to involve your fellow section leaders by dividing your prospect list among your officers and council members. Personal contacts can be exceptionally useful for sponsorship outreach. Make sure your section officers are asking their own firms if there are any marketing funds available for your event.

Just Ask!

Sometimes all it takes is making the ask of a potential sponsor. Explain how the sponsor will get exposure (in materials, on the VBA website, on signage). Begin outreach. The VBA staff is here to help, in offering advice and support and in brainstorming you to success. Staff also can help with invoices and collection of sponsor logos for the event website and signage.

Recognize Your Sponsors

Work with VBA staff to create signage and materials to recognize the support of your meeting sponsors. Be sure to acknowledge each sponsor in the opening and closing remarks at your meeting. Get creative! With enough notice, sponsorship funds can be used a number of ways to benefit meeting attendees and promote the participation of the sponsor.